

CLAIMS

1. A smoking article comprising a rod of smokable material wrapped in a wrapper, the rod comprising two discrete segments in substantially end-to-end abutment, one of the segments comprising an encapsulated flavourant incorporated within a component of the smokable material.
2. A smoking article according to Claim 1, wherein the rod of smokable material comprises only two segments.
3. A smoking article according to Claim 1 or 2, wherein the segment comprising encapsulated flavourant therein is towards the mouth end of the smoking article.
4. A smoking article according to Claim 1, 2 or 3, wherein the segment is the only segment containing encapsulated flavourant therein.
5. A smoking article according to Claim 1, 2, 3 or 4, wherein the flavourant is one or more of the following: menthol, cocoa, *Mentha arvensis*, vanillin, ethylvanillin, ethyl vanillin glycoside, ionone, damascenone, C<sub>9</sub> to C<sub>12</sub> lactones.
6. A smoking article according to any preceding claim, wherein the flavourant is encapsulated in a polysaccharide, a starch, a cyclodextrin, or an adsorbent.
7. A smoking article according to any preceding claim, wherein an inert material is applied onto the encapsulated flavourant to reduce particulate matter delivered to the consumer during smoking of the smoking article.
8. A smoking article according to Claim 7, wherein the inert material is a carbonate.
9. A smoking article according to any preceding claim, wherein the smokable material comprises reconstituted tobacco material.
10. A smoking article according to Claim 9, wherein the encapsulated flavourant is incorporated within the reconstituted tobacco material.
11. A smoking article according to Claim 9 or 10, wherein the reconstituted tobacco material constitutes 20 – 50% of the smokable material of a segment.
12. A smoking article according to Claim 9, 10 or 11, wherein the reconstituted tobacco material comprises tobacco dust, the tobacco dust constituting 30 – 70% of the reconstituted tobacco material.
13. A smoking article according to any one of Claims 9-12, wherein the reconstituted tobacco material is formed by an extrusion process.
14. A smoking article according to any preceding claim, wherein the flavourant is included in an amount of 200 to 50,000 parts per million.

15. A smoking article according to any preceding claim, wherein the length of each discrete segment is 10-90% of the total length of the rod of smokable material.
16. A smoking article according to Claim 15, wherein the length of each discrete segment is 40-60% of the total length of the rod of smokable material.
17. A smoking article according to any preceding claim, wherein the smoking article comprises a filter element.
18. A smoking article according to any preceding claim, wherein the two discrete segments are individually circumscribed by a wrapper.
19. A smoking article according to any preceding claim, wherein the two discrete segments are joined by a wrapper.
20. A smoking article according to Claim 19, wherein the wrapper indicates to the consumer the point at which the taste and aroma characteristics of the smoking article will be modified when being smoked.
21. A smoking article according to Claim 20, wherein the wrapper is coloured.
22. A smoking article according to Claim 17, wherein the filter element is joined to a segment towards the mouth end of the smoking article by a wrapper.
23. A smoking article according to Claim 22, wherein the wrapper is a conventional cigarette wrapper, a tipping wrapper, a pretipping wrapper or a plugwrap.
24. A smoking article according to any one of Claims 16-21, wherein an adhesive used to secure the wrapper comprises an encapsulated flavourant therein.
25. A method of making a smoking article according to any one of Claims 1-22, the method comprising incorporating an encapsulated flavourant within a component of a smokable material and forming the smokable material into a first segment, and joining the segment in substantially end-to-end abutment to a second segment with a wrapper to form a rod of smokable material.
26. A method according to Claim 25, wherein the encapsulated flavourant is incorporated within a reconstituted tobacco material.
27. A method according to Claim 26, wherein the reconstituted tobacco material is produced by an extrusion process.
28. A method according to Claim 25, 26 or 27, wherein the encapsulated flavourant is encapsulated in a polysaccharide, a starch, a cyclodextrin or an adsorbent.
29. A method according to any one of Claims 25 to 28, wherein the rod of smokable material is joined to a filter element with a wrapper.
30. A method according to Claim 29, wherein the first segment is joined to the filter element with a wrapper.

31. A method according to Claim 30, wherein the second segment is joined to the first segment with a wrapper that circumscribes entirely the filter element and the first segment.
32. A method according to any one of Claims 25 to 31, wherein the second segment is joined to the first segment by a wrapper that only partially circumscribes each of the first and second segments.
33. A method according to Claim 32, wherein the wrapper indicates to the consumer the point at which the taste and aroma characteristics of the smoking article will be modified when being smoked.
34. A method according to Claim 33, wherein the wrapper is coloured.
35. A method according to any one of Claims 25 to 34, wherein the first and second segments are individually circumscribed with a wrapper.
36. A method according to any one of Claims 25 to 35, wherein an encapsulated flavourant is mixed with an adhesive, the adhesive being applied to the wrapper to secure the wrapper in position.
37. A smoking article substantially as hereinabove described with reference to the accompanying drawings.